FOOD PRE VUE

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture — January 23, 1959
Agricultural Marketing Service — F P - 25

MEAT.........More meat in sight than year earlier, with stepped-up hog slaughter furnishing most of increase. First-of-year tally of cattle on feed climbed to a record 11% above 1958.

Beef.......Early part of year will see a sizeable slaughter of fed cattle, at heavy weights, but for entire year slaughter of all cattle will probably run only slightly above last year. At year's outset producers in 13 cattle States planned to market 13% more cattle first quarter of this year than year earlier.

Pork.......Indications point to spring pig crop of 59 million head. That's 13% greater than last spring. This increase, coupled with 17% gain in last fall's numbers, means more pork for market than 1958. Expected increase in spring pigs, incidentally, will be first substantial rise since 1955.

Lamb.......Supplies should be larger this year since about 7% more sheep and lambs were on feed January 1 than last year. Estimates ran slightly above 4-1/4 million head--up 270 thousand from January 1 last year.

POULTRY......Latest chick placements and egg settings indicate broiler supplies --at least through April--will be some 15% greater than same period year earlier.

Turkey.....Supplies will be especially large over next 4 to 5 months. The 1959 turkey crop--estimated at 81 million, 900 thousand birds--would run about 5% over last year's large production.

Eggs.......A larger laying flock in the first part of 1959 than last year and a continued uptrend in production per chicken probably means larger output each month of this year over 1958.

DAIRY........Increased milk output likely this year, since number of milk cows probably will not decline as much as last year, when they dipped more sharply than any year since 1948. Incidentally, 1958 milk production per cow, hit a record.

FRUITS:

Citrus.....Considerably more citrus remained for market after January 1 than year earlier, when California orange crop was relatively light and freezes damaged Florida citrus. Here's latest estimate for total 1958-59 orange crop--including tangerines: 129 million boxes--16% above previous crop, 4% above average. Breakdown: Early and mid - season oranges: 67-1/10 million boxes--5% more than previous crop. Valencies: 57 million boxes--26% greater than earlier but 4% below average. Tangerines: 4-1/2 million boxes--more than double earlier crop but 5% under average. Grapefruit: 42-1/2 million boxes--about 7% above previous output but 6% below average. Florida limes: 180 thousand boxes--only about half earlier crop. California lemons: 11% below year ago but 13% above average.

Processed..Packers stocks of Florida frozen orange juice were smaller in early January than year ago, while early season production dipped below that period in 1958. But output should now increase sharply and total considerably larger than previous season's reduced pack. About same conditions hold for Florida canned single-strength orange and grapefruit juice but this winter's production should run seasonally heavy.

Frozen.....Cold-storage stocks frozen deciduous fruits about unchanged from year earlier. But frozen strawberries--largest item--were 8% below stocks beginning of last year.

Apples.....Year-end cold storage stocks--slightly below 40 million bushels--about same as last year. Western holdings are lighter, Eastern stocks somewhat heavier, but quality is very good.

Pears......January 1 pear holdings,--1 million, 900 thousand bushels--mostly in Western States, smaller than year earlier.

Tree Nuts..Walnut supplies continue generous from 84-1/2 thousand ton crop--biggest since 1949.

VEGETABLES:

Fresh......Supplies expected to be considerably larger this winter than last, when many crops, particularly in Florida, were severely weather-damaged. January 1 estimates indicate about 12% more vegetables for market than 1958, but about average. Among the leaders, prospective tomato crop nearly 3 times size of last winter's very light harvest; green peppers, 4 times greater; snap beans and sweet corn about 5 times larger. Celery and escarole also promise materially larger output, cabbage and lettuce slightly larger. But a few items--such as beets, artichokes and cauliflower--may be smaller than last year.

Processed..Supplies of canned vegetables balance of current marketing season are moderately above year earlier and at or near record levels. Sauerkraut, tomatoes, tomato juice and most tomato products run substantially larger, while green peas and snap beans are moderately larger. But stocks of asparagus and sweet corn are considerably below year ago and lima beans also probably smaller. Supplies of frozen vegetables slightly smaller than last year; still, total holdings as year began--847 million pounds--were 14% above average and supplies of most items should be adequate.

Potatoes...Although winter harvest forecast 14% below year earlier, January 1 stocks from fall crop were 18% greater than year ago and 16% above average, so supplies may continue heavy. Current sweetpotato supplies are also probably somewhat larger than last year.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program is supporting these forthcoming industry food campaigns:

NATIONAL CANNED PEA PROMOTION	February 1 - 28
LET'S COOK UP A COOK-IN	February 1 - 28
GOOD BREAKFAST MONTHS	February 1 - March 31
MARCH EGG MONTH	March 1 - 31
NATIONAL PEANUT WEEK	March 1 - 8
HONEY FOR BREAKFAST WEEK	March 29 - April 4
CEREAL AND MILK SPRING FESTIVAL	April 1 - 30
JUNE DAIRY MONTH	June 1 - 30